

What is claimed is:

1. A server apparatus for connection with a client apparatus via a communication network to transmit advertisement information to said client apparatus, said server apparatus comprising a processor adapted to:

select, on the basis of client information including musical information indicative of a type of performance equipment being used in a particular client apparatus, advertisement information related to the type of the performance equipment; and

perform control such that the selected advertisement information is transmitted to said particular client apparatus via the communication network.

2. A server apparatus as claimed in claim 1 wherein the advertisement information is advertisement information for encouraging purchase of a product related to the type of the performance equipment being used in said particular client apparatus.

3. A server apparatus as claimed in claim 1 wherein the client information includes non-musical general information in addition to the musical information, and wherein said processor selects the advertisement information on the basis of the musical information in combination with the non-musical general information.

4. A client apparatus for connection with a server apparatus via a communication network to receive advertisement information from said server apparatus, said client apparatus comprising a processor adapted to:

perform control such that client information including musical information indicative of a type of performance equipment being used in a particular client apparatus is transmitted to said server apparatus via the communication network;

receive, via the communication network, advertisement information that is transmitted by said server apparatus in response to the musical information and is related to the type of the performance equipment being used in said particular client apparatus; and

reproduce the advertisement information received from said server apparatus.

5. A client apparatus as claimed in claim 4 wherein the advertisement information is advertisement information for encouraging purchase of a product related to the type of the performance equipment being used in said particular client apparatus, and wherein said processor reproduces the advertisement information by displaying, on the basis of the advertisement information, a screen for encouraging the purchase of the product, and, on the basis of a predetermined purchasing operation executed using the screen, informs said server apparatus that a user of said particular client apparatus wants to purchase the

2025 RELEASE UNDER E.O. 14176

product.

6. An information transmission/reception system for connecting a client apparatus and a server apparatus via a communication network to communicate advertisement information from said server apparatus to said client apparatus,

wherein said server apparatus selects, on the basis of client information including musical information indicative of a type of performance equipment being used in a particular client apparatus, advertisement information related to the type of the performance equipment, and performs control such that the selected advertisement information is transmitted to said particular client apparatus via the communication network, and

wherein said client apparatus receives, via the communication network, the advertisement information transmitted by said server apparatus in accordance with the type of the performance equipment being used in said particular client apparatus, and reproduces the advertisement information received from said server apparatus.

7. An information transmission/reception system as claimed in claim 6 wherein the advertisement information is advertisement information for encouraging purchase of a product related to the type of the performance equipment being used in said particular client apparatus.

PCT/P2008/054266 6.10

8. An information transmission/reception system as claimed in claim 6 wherein the client information includes non-musical general information in addition to the musical information, and said server apparatus selects the advertisement information on the basis of the musical information in combination with the non-musical general information.

9. An information transmission/reception system as claimed in claim 6 wherein the advertisement information is advertisement information for encouraging purchase of a product related to the type of the performance equipment being used in said particular client apparatus, and wherein said client apparatus reproduces the advertisement information by displaying, on the basis of the advertisement information, a screen for encouraging the purchase of the product, and, on the basis of a predetermined purchasing operation executed using the screen, informs said server apparatus that a user of said particular client apparatus wants to purchase the product.

10. A server apparatus for connection with a client apparatus via a communication network to transmit advertisement information to said client apparatus, said server apparatus comprising a processor adapted to:

select, on the basis of client information including musical information indicative of contents of musical

performance training to be received via a particular client apparatus, advertisement information related to the contents of the musical performance training to be received; and

perform control such that the selected advertisement information is transmitted to said particular client apparatus via the communication network.

11. A server apparatus as claimed in claim 10 wherein the advertisement information is advertisement information for encouraging purchase of a product related to the contents of the musical performance training to be received via said particular client apparatus.

12. A server apparatus as claimed in claim 10 wherein the client information includes non-musical general information in addition to the musical information, and said server apparatus selects the advertisement information on the basis of the musical information in combination with the non-musical general information.

13. A client apparatus for connection with a server apparatus via a communication network to receive advertisement information from said server apparatus, said client apparatus comprising a processor adapted to:

perform control such that client information including musical information indicative of contents of musical performance training to be received via a particular client apparatus is transmitted to said server apparatus via the

communication network;

receive, via the communication network, advertisement information that is transmitted by said server apparatus in response to the musical information and is related to the contents of the musical performance training; and

reproduce the advertisement information received from said server apparatus.

14. A client apparatus as claimed in claim 13 wherein the advertisement information is advertisement information for encouraging purchase of a product related to the contents of the musical performance training to be received via said particular client apparatus, and wherein said client apparatus reproduces the advertisement information by displaying, on the basis of the advertisement information, a screen for encouraging the purchase of the product, and, on the basis of a predetermined purchasing operation executed using the screen, informs said server apparatus that a user of said particular client apparatus wants to purchase the product.

15. An information transmission/reception system for connecting a server apparatus and a client apparatus via a communication network to communicate advertisement information from said server apparatus to said client apparatus,

wherein said server apparatus selects, on the basis of client information including musical information indicative

TOP SECRET//SI//C//E//FO

of contents of musical performance training to be received via a particular client apparatus, advertisement information related to the contents of the musical performance training, and performs control such that the selected advertisement information is transmitted to said particular client apparatus via the communication network, and

wherein said client apparatus receives, via the communication network, the advertisement information that is transmitted by said server apparatus in accordance with the contents of the musical performance training, and reproduces the advertisement information received from said server apparatus.

16. An information transmission/reception system as claimed in claim 15 wherein the advertisement information is advertisement information for encouraging purchase of a product related to the contents of the musical performance training to be received via said particular client apparatus.

17. An information transmission/reception system as claimed in claim 15 wherein the client information includes non-musical general information in addition to the musical information, and wherein said server apparatus selects the advertisement information on the basis of the musical information in combination with the non-musical general information.

18. An information transmission/reception system as claimed in claim 15 wherein the advertisement information is advertisement information for encouraging purchase of a product related to the contents of the musical performance training to be received via said particular client apparatus, and wherein said client apparatus reproduces the advertisement information by displaying, on the basis of the advertisement information, a screen for encouraging the purchase of the product, and, on the basis of a predetermined purchasing operation executed using the screen, informs said server apparatus that a user of said particular client apparatus wants to purchase the product.

19. A server apparatus for connection with a client apparatus via a communication network to transmit a musical performance training program to said client apparatus, said server apparatus comprising:

a memory storing a program for use in musical training which is composed of a plurality of musical performance training programs; and

a processor coupled with said memory and adapted to:

select any one of the plurality of musical performance training programs stored in said memory, in response to a request made by a particular client apparatus via which a user receives musical training;

perform a billing operation for billing said client apparatus for the selected musical performance training

TOP SECRET//  
REF ID: A6502

program; and

perform control such that the selected musical performance training program is transmitted to said particular client apparatus via the communication network.

20. A server apparatus as claimed in claim 19 wherein said processor is further adapted to select music-related advertisement information on the basis of client information specific to said particular client apparatus via which a user receives the musical training, and adapted to perform control such that the selected advertisement information is transmitted, along with the selected musical performance training program, to said particular client apparatus via the communication network.

21. A server apparatus as claimed in claim 20 wherein the client information includes musical information indicative of a type of performance equipment being used in said particular client apparatus, and the advertisement information is advertisement information related to the type of the performance equipment.

22. A server apparatus as claimed in claim 21 wherein the advertisement information is advertisement information for encouraging purchase of a product related to the type of the performance equipment being used in said particular client apparatus.

TYPED "4422650"

23. A server apparatus as claimed in claim 21 wherein the client information includes non-musical general information in addition to the musical information, and wherein said processor selects the advertisement information on the basis of the musical information in combination with the non-musical general information.

24. A server apparatus as claimed in claim 20 wherein the client information includes musical information indicative of contents of musical performance training to be received via said particular client apparatus, and the advertisement information is advertisement information related to the contents of the musical performance training.

25. A server apparatus as claimed in claim 24 wherein the advertisement information is advertisement information for encouraging purchase of a product related to the contents of the musical performance training to be received via said particular client apparatus.

26. A server apparatus as claimed in claim 24 wherein the client information includes non-musical general information in addition to the musical information, and wherein said processor selects the advertisement information on the basis of the musical information in combination with the non-musical general information.

T00T230-54XXZB050

27. A server apparatus as claimed in claim 24 wherein the advertisement information is advertisement information for encouraging purchase of a product related to the contents of the musical performance training to be received via said particular client apparatus, and wherein said client apparatus reproduces the advertisement information by displaying, on the basis of the advertisement information, a screen for encouraging the purchase of the product, and, on the basis of a predetermined purchasing operation executed using the screen, informs said server apparatus that a user of said particular client apparatus wants to purchase the product.

28. A client apparatus for connection with a server apparatus via a communication network to receive a musical performance training program from said server apparatus, said client apparatus comprising a processor adapted to:

perform control such that request information requesting any one of a plurality of musical performance training programs composing a program for use in musical training is transmitted to said server apparatus via the communication network; and

receive, via the communication network, one of the musical performance training programs that is transmitted by said server apparatus in response to the request information.

29. A client apparatus as claimed in claim 28 wherein

TOP SECRET//EXCERPT//EYESAFE

00000000000000000000000000000000  
said client apparatus performs control such that client information specific to said particular client apparatus is transmitted, along with the request information, to said server apparatus via the communication network, and wherein said client apparatus receives, via the communication network, music-related advertisement information that is transmitted, along with the musical performance training program, by said server apparatus in response to the client information, and then reproduces the advertisement information received from said server apparatus.

30. A client apparatus as claimed in claim 29 wherein the client information includes musical information indicative of a type of performance equipment being used in said client apparatus, and the advertisement information is advertisement information related to the type of the performance equipment.

31. A client apparatus as claimed in claim 29 wherein the client information includes musical information indicative of contents of musical performance training to be received via said client apparatus, and the advertisement information is advertisement information related to the contents of the musical performance training.

32. A client apparatus as claimed in claim 29 wherein the advertisement information is advertisement information

for encouraging purchase of a product related to a type of performance equipment being used in said client apparatus, and wherein said client apparatus reproduces the advertisement information by displaying, on the basis of the advertisement information, a screen for encouraging the purchase of the product, and, on the basis of a predetermined purchasing operation executed using the screen, informs said server apparatus that a user of said client apparatus wants to purchase the product.

33. A program transmission/reception system for connecting a server apparatus and a client apparatus via a communication network to communicate advertisement information from said server apparatus to said client apparatus,

wherein said server apparatus comprises:

a memory storing a program for use in musical training which is composed of a plurality of musical performance training programs; and

a processor coupled with said memory and adapted to:

select any one of the plurality of musical performance training programs stored in said memory, in response to a request made by a particular client apparatus via which a user receives musical training;

perform a billing operation for billing said client apparatus for the selected musical performance training program; and

perform control such that the selected musical

DRAFT - PENDING EXAMINER'S REVIEW

performance training program is transmitted to said particular client apparatus via the communication network, and

wherein said client apparatus comprises a processor adapted to:

perform control such that request information requesting any one of the plurality of musical performance training programs composing the program for use in musical training is transmitted to said server apparatus via the communication network; and

receive, via the communication network, one of the musical performance training programs that is transmitted by said server apparatus in response to the request information.

34. A program transmission/reception system as claimed in claim 33 wherein said processor of said server apparatus is further adapted to select musical-related advertisement information on the basis of client information specific to said particular client apparatus via which a user receives the musical training, and adapted to perform control such that the selected advertisement information is transmitted, along with the selected musical performance training program, to said particular client apparatus via the communication network.

35. A program transmission/reception system as claimed in claim 34 wherein the client information includes musical

information indicative of a type of performance equipment being used in said particular client apparatus, and the advertisement information is advertisement information related to the type of the performance equipment.

36. A program transmission/reception system as claimed in claim 34 wherein the client information includes musical information indicative of contents of musical performance training to be received via said particular client apparatus, and the advertisement information is advertisement information related to the contents of the musical performance training.

37. A program transmission/reception system as claimed in claim 33 wherein said particular client apparatus performs control such that client information specific to said particular client apparatus is transmitted, along with the request information, to said server apparatus via the communication network, and wherein said particular client apparatus receives, via the communication network, music-related advertisement information that is transmitted, along with the musical performance training program, by said server apparatus in response to the client information, and then reproduces the advertisement information received from said server apparatus.

38. A program transmission/reception system as claimed in claim 37 wherein the client information includes musical

information indicative of a type of performance equipment being used in said particular client apparatus, and the advertisement information is advertisement information related to the type of the performance equipment.

39. A program transmission/reception system as claimed in claim 37 wherein the client information includes musical information indicative of contents of musical performance training to be received via said particular client apparatus, and the advertisement information is advertisement information related to the contents of the musical performance training.

40. A program transmission/reception system as claimed in claim 37 wherein the advertisement information is advertisement information for encouraging purchase of a product related to the type of the performance equipment being used in said particular client apparatus, and wherein said particular client apparatus reproduces the advertisement information by displaying, on the basis of the advertisement information, a screen for encouraging the purchase of the product, and, on the basis of a predetermined purchasing operation executed using the screen, informs said server apparatus that a user of said particular client apparatus wants to purchase the product.

41. A method for supplying information from a server

apparatus to a client apparatus via a communication network, said method comprising:

a step of selecting, on the basis of client information including musical information indicative of a type of performance equipment being used in a particular client apparatus, advertisement information related to the type of the performance equipment; and

a step of performing control such that the advertisement information selected via said step of selecting is transmitted to said particular client apparatus via the communication network.

42. A method for communicating information between a server apparatus and a client apparatus via a communication network, said method comprising:

a step of performing control such that client information including musical information indicative of a type of performance equipment being used in a particular client apparatus is transmitted to said server apparatus via the communication network; and

a step of receiving, via the communication network, advertisement information that is transmitted by said server apparatus in response to the musical information and is related to the type of the performance equipment being used in said particular client apparatus, and reproducing the advertisement information received from said server apparatus.

43. A method for communicating information between a server apparatus and a client apparatus via a communication network, said method comprising:

a step of causing said server apparatus to select, on the basis of client information including musical information indicative of a type of performance equipment being used in a particular client apparatus, advertisement information related to the type of the performance equipment;

a step of causing said server apparatus to perform control such that the advertisement information selected by said server apparatus is transmitted to said particular client apparatus via the communication network; and

a step of causing said client apparatus to receive, via the communication network, the advertisement information transmitted by said server apparatus in accordance with the type of the performance equipment being used in said particular client apparatus, and reproducing the advertisement information received from said server apparatus.

44. A method for supplying information from a server apparatus to a client apparatus via a communication network, said method comprising:

a step of selecting, on the basis of client information including musical information indicative of contents of musical performance training to be received via a particular client apparatus, advertisement information

related to the contents of the musical performance training to be received; and

a step of performing control such that the selected advertisement information is transmitted to said particular client apparatus via the communication network.

45. A method for communicating information between a server apparatus and a client apparatus via a communication network, said method comprising:

a step of performing control such that client information including musical information indicative of contents of musical performance training to be received via a particular client apparatus is transmitted to said server apparatus via the communication network; and

a step of receiving, via the communication network, advertisement information that is transmitted by said server apparatus in response to the musical information and is related to the contents of the musical performance training, and reproducing the advertisement information received from said server apparatus.

46. A method for communicating information between a server apparatus and a client apparatus via a communication network, said method comprising:

a step of causing said server apparatus to select, on the basis of client information including musical information indicative of contents of musical performance training to be received via a particular client apparatus,

2025 RELEASE UNDER E.O. 14176

advertisement information related to the contents of the musical performance training;

a step of causing said server apparatus to perform control such that client information including musical information indicative of contents of musical performance training to be received via a particular client apparatus is transmitted to said server apparatus via the communication network; and

a step of causing said client apparatus to receive, via the communication network, advertisement information that is transmitted by said server apparatus in response to the musical information and is related to the contents of the musical performance training, and reproducing the advertisement information received from said server apparatus.

47. A method for supplying information from a server apparatus to a client apparatus via a communication network, said method comprising:

a step of providing a program for use in musical training which is composed of a plurality of musical performance training programs;

a step of selecting any one of the plurality of musical performance training programs stored in said memory, in response to a request made by a particular client apparatus via which a user receives musical training;

a step of performing a billing operation for billing

said client apparatus for the selected musical performance training program; and

a step of performing control such that the musical performance training program selected via said step of selecting is transmitted to said particular client apparatus via the communication network.

48. A method for communicating information between a server apparatus and a client apparatus via a communication network, said method comprising:

a step of causing said client apparatus to transmit request information to said server apparatus via the communication network, said request information requesting any one of a plurality of musical performance training programs composing a program for use in musical training so that said server apparatus supplies said requested one of the musical performance training programs to said client apparatus via the communication network; and

a step of causing said client apparatus to receive, via the communication network, said requested one of the musical performance training programs that is supplied by said server apparatus in response to the request information.

49. A method for communicating information between a server apparatus and a client apparatus via a communication network, said method comprising:

a step of providing a program for use in musical

SEARCHED SERIALIZED INDEXED

training which is composed of a plurality of musical performance training programs;

a step of causing said server apparatus to select any one of the plurality of musical performance training programs, in response to a request made by a particular client apparatus via which a user receives musical training;

a step of causing said server apparatus to perform a billing operation for billing said client apparatus for the musical performance training program; selected by said server apparatus

a step of causing said server apparatus to perform control such that the selected musical performance training program is transmitted to said particular client apparatus via the communication network;

a step of causing said client apparatus to perform control such that request information requesting any one of the plurality of musical performance training programs composing the program for use in musical training is transmitted to said server apparatus via the communication network; and

a step of causing said client apparatus to receive, via the communication network, one of the musical performance training programs that is transmitted by said server apparatus in response to the request information.

50. A machine-readable storage medium containing a program to cause a processor to perform an information

supply method for supplying information from a server apparatus to a client apparatus via a communication network, said information supply method comprising:

a step of selecting, on the basis of client information including musical information indicative of a type of performance equipment being used in a particular client apparatus, advertisement information related to the type of the performance equipment; and

a step of performing control such that the advertisement information selected via said step of selecting is transmitted to said particular client apparatus via the communication network.

51. A machine-readable storage medium containing a program to cause a processor to perform a method for communicating information between a server apparatus and a client apparatus via a communication network, said method comprising:

a step of performing control such that client information including musical information indicative of a type of performance equipment being used in a particular client apparatus is transmitted to said server apparatus via the communication network; and

a step of receiving, via the communication network, advertisement information that is transmitted by said server apparatus in response to the musical information and is related to the type of the performance equipment being used in said particular client apparatus, and reproducing

the advertisement information received from said server apparatus.

52. A machine-readable storage medium containing a program to cause a processor to perform a method for communicating information between a server apparatus and a client apparatus via a communication network, said method comprising:

a step of causing said server apparatus to select, on the basis of client information including musical information indicative of a type of performance equipment being used in a particular client apparatus, advertisement information related to the type of the performance equipment;

a step of causing said server apparatus to perform control such that the advertisement information selected by said server apparatus is transmitted to said particular client apparatus via the communication network; and

a step of causing said client apparatus to receive, via the communication network, the advertisement information transmitted by said server apparatus in accordance with the type of the performance equipment being used in said particular client apparatus, and reproducing the advertisement information received from said server apparatus.

53. A machine-readable storage medium containing a program to cause a processor to perform a method for

PCT/GB2014/053360

supplying information from a server apparatus to a client apparatus via a communication network, said method comprising:

a step of selecting, on the basis of client information including musical information indicative of contents of musical performance training to be received via a particular client apparatus, advertisement information related to the contents of the musical performance training to be received; and

a step of performing control such that the selected advertisement information is transmitted to said particular client apparatus via the communication network.

54. A machine-readable storage medium containing a program to cause a processor to perform a method for communicating information between a server apparatus and a client apparatus via a communication network, said method comprising:

a step of performing control such that client information including musical information indicative of contents of musical performance training to be received via a particular client apparatus is transmitted to said server apparatus via the communication network; and

a step of receiving, via the communication network, advertisement information that is transmitted by said server apparatus in response to the musical information and is related to the contents of the musical performance training, and reproducing the advertisement information

001234567890

received from said server apparatus.

55. A machine-readable storage medium containing a program to cause a processor to perform a method for communicating information between a server apparatus and a client apparatus via a communication network, said method comprising:

a step of causing said server apparatus to select, on the basis of client information including musical information indicative of contents of musical performance training to be received via a particular client apparatus, advertisement information related to the contents of the musical performance training;

a step of causing said server apparatus to perform control such that client information including musical information indicative of contents of musical performance training to be received via a particular client apparatus is transmitted to said server apparatus via the communication network; and

a step of causing said client apparatus to receive, via the communication network, advertisement information that is transmitted by said server apparatus in response to the musical information and is related to the contents of the musical performance training, and reproducing the advertisement information received from said server apparatus.

56. A machine-readable storage medium containing a

program to cause a processor to perform a method for supplying information from a server apparatus to a client apparatus via a communication network, said method comprising:

a step of providing a program for use in musical training which is composed of a plurality of musical performance training programs;

a step of selecting any one of the plurality of musical performance training programs stored in said memory, in response to a request made by a particular client apparatus via which a user receives musical training;

a step of performing a billing operation for billing said client apparatus for the selected musical performance training program; and

a step of performing control such that the musical performance training program selected via said step of selecting is transmitted to said particular client apparatus via the communication network.

57. A machine-readable storage medium containing a program to cause a processor to perform a method for communicating information between a server apparatus and a client apparatus via a communication network, said method comprising:

a step of causing said client apparatus to transmit request information to said server apparatus via the communication network, said request information requesting

any one of a plurality of musical performance training programs composing a program for use in musical training so that said server apparatus supplies said requested one of the musical performance training programs to said client apparatus via the communication network; and

a step of causing said client apparatus to receive, via the communication network, said requested one of the musical performance training programs that is supplied by said server apparatus in response to the request information.

58. A machine-readable storage medium containing a program to cause a processor to perform a method for communicating information between a server apparatus and a client apparatus via a communication network, said method comprising:

a step of providing a program for use in musical training which is composed of a plurality of musical performance training programs;

a step of causing said server apparatus to select any one of the plurality of musical performance training programs, in response to a request made by a particular client apparatus via which a user receives musical training;

a step of causing said server apparatus to perform a billing operation for billing said client apparatus for the musical performance training program selected by said server apparatus;

PAPERS RECEIVED

a step of causing said server apparatus to perform control such that the selected musical performance training program is transmitted to said particular client apparatus via the communication network;

a step of causing said client apparatus to perform control such that request information requesting any one of the plurality of musical performance training programs composing the program for use in musical training is transmitted to said server apparatus via the communication network; and

a step of causing said client apparatus to receive, via the communication network, one of the musical performance training programs that is transmitted by said server apparatus in response to the request information.

00000000000000000000000000000000